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Shadow and Belgium's leading operator Proximus announce strategic partnership in cloud gaming

Shadow will be available to any Proximus customer equipped with its new generation set-top box. Thanks to Shadow, this decoder can be used as an ultra-powerful video game console that allows you to play all the latest games, regardless of the platform.

Available from September 2019, this is the first time a telecom operator has offered a high-definition cloud gaming experience to its customers directly from its box.

Paris, 13 June 2019 - Shadow and Proximus have today announced the signing of a major partnership for Cloud Gaming. Shadow, the high-end cloud-based computer, will be integrated into the new Proximus set-top box due to launch next September. Shadow will be directly accessible from the decoder interface. Thanks to Shadow, the most spectacular and demanding video games will be accessible in just a few clicks from the Proximus decoder interface. Subscribed customers will be able to play on their TV, as well as all their other devices (laptop, smartphone, tablet...) thanks to Shadow applications.

Emmanuel Freund, President and co-founder of Shadow, said: "We are very happy and proud to launch this initiative with Proximus, which will allow thousands of their customers to access a powerful gaming computer from their decoder. This partnership is part of our commitment to make gaming accessible to as many people as possible with the best experience."

Guillaume Boutin, Chief Consumer Market Officer of Proximus, states: "By integrating Shadow into our latest generation of decoders, the new Proximus decoder can be transformed into a powerful computer in just a few clicks. From their sofa and without additional equipment, our customers can play any video game, even the latest and most powerful. The Cloud is on everyone's lips and many innovative projects are flourishing, so we are proud to be the first operator to concretely offer the future to our customers thanks to Shadow."

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About Shadow

Founded in 2015 by three entrepreneurs determined to free video games, Shadow has chosen to assemble the PC of the future. They have developed the first high-end computer that does not collect dust and does not empty bank accounts, since it is in the cloud - a revolution that allows you to play under optimal conditions on any screen. An idea bright enough to allow Shadow to stack up the big numbers: with more than 200 employees, 60,000 customers and more than 60 million euros raised from leading investors, Shadow sees the future in a very big way.

Press Contacts

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About Proximus

Active on the Belgian and international market, the Proximus Group is a telecom and ICT company offering its services to residential customers, companies and the public sector. Proximus aims to open up a whole world of digital possibilities so that people can live better and work more efficiently. At the heart of the digital revolution, it offers communication and entertainment experiences to residential customers and facilitates the digital transformation of businesses. Thanks to its integrated and high-performance fixed and mobile networks, Proximus provides access to digital services and easy-to-use solutions anywhere and at any time and is emerging as a portal to multimedia content. A pioneer in ICT innovation, Proximus offers integrated solutions with a positive impact on society and the environment, based on the Internet of Things (IoT), Data Analytics, cloudification and security. At the end of 2018, the Proximus Group generated an underlying turnover of €5,804 million and employed 13,385 people, all committed to providing a superior customer experience. Proximus (Euronext Brussels: PROX) is also active in Luxembourg through its subsidiary Proximus Luxembourg and in the Netherlands through Telindus Netherlands. The leading international communications operator, BICS is one of the world's leading voice operators and provider of mobile data services.

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ABOUT SHADOW

Blade was founded in France in 2015 to design and develop the future of the PC, with a simple vision: free users from the constraints of physical hardware by giving them access to a powerful, cloud-based computer.

Blade's first product, Shadow, is a high-performance PC based entirely in the cloud. This ground-breaking service provides access to a fully featured high-end Windows 10 computer, via any Internet-enabled device, including a laptop, tablet, and smartphone. Free from hardware failures in Blade's secure data centers, Shadow puts an end to obsolete devices, thanks to regular, no-cost updates of cutting-edge components.



SHADOW

Shadow